

**Commission on Aging  
Communications and Community Outreach Committee  
Minutes from Meeting 10/13/16**

**In attendance**

**Commission Members:** Stephanie Edelstein, Chuck Kauffman

**Liaison:** Austin Heyman, Office of Community Partnerships

**Staff:** Jennifer Long

**Staff report**

Jennifer provided an update of County communications activities, and shared the Montgomery County page in the October *Beacon*.

**Age Friendly Communications Workgroup**

The Age Friendly Communications Workgroup met on September 26, 2016. Several CoA members and liaisons attended and offered input into the Communications section of the Age Friendly strategic plan. Lorraine Driscoll shared the draft plan this week, and received comments from members of the CoA and liaisons. There were no additional comments from those at the CCO meeting.

**Beacon**

There was continued discussion about the content of the Beacon pages. Last month, after reviewing the first double page spread, the CCO recommended the following changes:

- Seniors Today listing should include topics or guests in the next show.
- In October issue, include a letter from the County Executive. Barbara described one such letter, drafted by a small ad hoc committee (the Innovative Aging Committee) in cooperation with the County Executive, which lists a variety of resources for older adults.
- Information about identified priority issues: transportation, affordable housing.
- Include Calendar of coming events
- Listing of resources, including a tear off sheet for valuable telephone numbers.
- Consider themes connected to the publication month, e.g., adult abuse issues and resources, Older Americans Month.

These issues were raised at the AF Communications Workgroup earlier this month. Those present at the CCO meeting were pleased to see that the current issue does include Seniors Today guests. The CCO would still like to see a reduction in the size of the graphic at the top of the

page to allow for more text, including a calendar of selected upcoming county events. The CCO would also like to be provided with the production schedule of topics/themes to be addressed each month, in part so that Seniors Today topics can be coordinated with those themes as appropriate. We will communicate these points to the County PIO.

### **Seniors Today**

Guests for the October 26 taping include Attorney General Brian Frosh and Jim Resnick from MCFRS. This program will air in November.

### **Other discussion**

There was discussion of how few CoA members are attending CCO meetings, and the need to identify new co-chairs for 2017. It is difficult to identify goals and activities for next year without a solid core of participants.

**Next meeting November 14 at 9:30 am.**